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**“LA REINA DEL PUEBLO” GRACIELA BELTRAN AND TIDE®  
CELEBRATE IMPECCABLE MOMENTS WITH MOMS  
IN LOS ANGELES**

**Los Angeles, CA, April 21, 2008** – In recognition for all the hard work and effort that Hispanic women put in making sure that their families look flawless and impeccable every moment of their lives, Procter & Gamble (P&G) and its **Tide with Dawn® StainScrubbers™** brand announced today that they will be hosting the “Tide Impeccable Moments” Serenade with popular Mexican singer Graciela Beltran.

The “Tide Impeccable Moments” Serenade will take place on May 8 from 11 am to 1 pm at the Lavanderia Clasica Laundromat, located at 16107 Victory Blvd, Van Nuys, CA 91406. In addition to being serenaded, all participating women will have the opportunity to take pictures with Graciela Beltran and will receive flowers and special prizes.

By hosting the “Tide Impeccable Moments” event at the Laundromat, which is an important part of a Hispanic mother’s routine, Tide with Dawn StainScrubbers wants to give something back to their consumers in Los Angeles and bring the Mother’s Day celebration to them so they can enjoy it in the same fashion Hispanic moms are used to doing it in their country of origin: with serenatas and special gifts.

*“Throughout my life there have been many memorable moments when I needed to look impeccable and my mom was always there, making sure I made the best impression. Today, I am very proud to join Tide for the second time around to facilitate one of those impeccable moments for all the Hispanic moms in Los Angeles to enjoy,”* said Graciela Beltran.

According to data from the 2006 U.S. Diversity Markets Report by Carat and Synovate, 48% of Hispanic workers in Los Angeles are employed in blue collar jobs, such as food services and construction, where tough stains are inevitable; moreover, research conducted by Tide shows that the average Hispanic woman in the U.S. has at least one family member who works in such a job and whose work uniform is frequently stained. To help her eliminate the toughest stains, even the greasy ones, and ensure that her family always looks impeccable, the cleaning power of Tide is now combined with the extra pre-treating power of Dawn.

- more -

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*“Tide with Dawn StainScrubbers understands how hard Hispanic women work every day to make their families look their best,” said Anelsie Ramos, External Relations Manager for P&G. “Through this event, Tide wants to give something back to its consumers and highlight all their efforts by celebrating with them and their families on such an important date like Mother’s Day.”*

For more information about the **“Tide Impeccable Moment”** event, please call 1-877-644-7876.

### **About Tide**

For more than 60 years, Tide has been caring for the clothes of American families and helping to provide the everyday miracle of clean clothing. Please visit [www.tide.com](http://www.tide.com) for helpful product information, practical tips on laundry care, special offers and promotions, updated fabric care articles, and an interactive Stain Detective, which provides official Tide stain removal solutions.

### **About Procter & Gamble**

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide.

Since the early 1960s, P&G has developed and supported programs to enrich the lives of Hispanics in the U.S. Local P&G programs and partnerships have had a positive impact – fulfilling aspirations, providing opportunity, and preserving the rich culture of Hispanics. For more information on P&G's longstanding and committed relationship to the Hispanic community and for the latest news and in-depth information about P&G and its brands, please visit <http://www.pg.com/diversity>.

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